

I claim:

1. A system for selecting the appearance of a display on a viewer that displays the output of a digital content server, wherein the viewer runs on a machine having a processor for executing instructions, the system comprising:

a first include routine executed by the processor, wherein the first routine executes include tags generating a set of variables that indicates the desired display appearance; and

a second find and replace routine executed by the processor, wherein, prior to any manipulation or output by the server to the viewer, the second routine finds an include tag and replaces the include tag with new values that indicate the desired display appearance for variables determined by either

(a) a unique identifier set in the machine by the server, whereby the unique identifier identifies the desired display appearance; or, in the event there is no unique identifier set by the server, by

(b) the default set of variables set by the first routine,

whereby the viewer displays the desired appearance.

2. The system of claim, wherein the viewer comprises a web browser.
3. The system of claim 1, wherein the viewer comprises a television.
4. The system of claim 1, wherein the viewer comprises a picture telephone.
5. The system of claim 4, wherein the picture telephone comprises a wireless cell phone.
6. The system of claim 1, wherein the server comprises a web server.
7. The system of claim 1, wherein the server comprises a digital television converter box.
8. The system of claim 7, wherein the converter box receives digital cable television content.
9. The system of claim 7, wherein the box receives digital satellite television content.
10. A machine having a viewer that displays digital output from a digital output server, the machine comprising:

A processor for executing the steps of:

- a) upon activation of a simple html output command to the server, finding at least one include tag for the server output;
- b) executing the at least one include tag generating a custom or default display determined by the presence or absence of a unique identifier associated with at least one selected html display output; and

c) displaying the selected html output on the viewer.

11. The machine of claim 10, wherein the machine comprises a computer.
12. The machine of claim 10, wherein the machine comprises a television.
13. The machine of claim 10, wherein the machine comprises a picture telephone.
14. The machine of claim 10, wherein the viewer comprises a web browser.
15. The machine of claim 10, wherein the processor further executes the steps of:

- a) upon activation of a perl html output command to the server, finding at least one include tag for the server output;
- b) searching for a unique identifier on the machine, wherein the unique identifier is associated with at least one selected output display;
- c) replacing the include tag with a custom or default output display determined by the presence of a unique identifier if the unique identifier is found;
- d) replacing the include tag with the default output display of claim 10 if the unique identifier is not found; and
- e) displaying the selected html output on the viewer.

16. The machine of claim 15, wherein the machine comprises a computer.
17. The machine of claim 15, wherein the machine comprises a television.
18. The machine of claim 15, wherein the machine comprises a picture telephone.
19. The machine of claim 15, wherein the viewer comprises a web browser.
20. A method for customizing the appearance of a display on a viewer of a machine having a processor for executing instructions, wherein the display comprises output from a content server in communication with the machine, the method comprising the steps of:

- a) upon activation of a simple html output command to the server, finding at least one include tag for the server output;
- b) executing the at least one include tag generating a custom or default display determined by the absence or presence of a unique identifier;
- c) displaying the selected html output on the viewer; or
- d) upon activation of a perl html output command to the server, finding at least one include tag for the server output;
- e) searching for a unique identifier on the machine, wherein the unique identifier is associated with at least one

selected output display;

- f) replacing the include tag with the custom display if the unique identifier is found;
- g) replacing the include tag with the default display of step if the unique identifier is not found; and
- h) displaying the selected html output on the viewer.